Orc	lers	

Order / Rev:

Alt Order #:

06815352

Product Desc:

**OCEGUERA 4 CONGRESS** 

Estimate:

1188

Flight Dates:

10/23/12 - 10/29/12

Original Date / Rev:

05/21/12 / 09/19/12

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

**BLPHI** National

Agency

Name:

GMMB, Inc./ Washington D.C.

**Buying Contact:** 

Billing Contact:

Washington Harbor

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

00:05:00

Broadcast EOM/EOC

15%

Cash

Advertiser

Name:

Priority:

Oceguera for Congress

Demographic:

A35+

PLC02

**Product Codes:** 

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

<b>2</b>						
Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	58	\$19,235.00	\$16,349.75		
10/29/12	10/29/12	11	\$3,125.00	\$2,656.25		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$19,235.00	\$16,349.75	0.00
November 2012	<b>1</b> 1	\$3,125.00	\$2,656.25	0.00
Totals	69	\$22,360.00	\$19,006.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$22,360.00
Market	100%	\$111,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$29,068.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,478.00
KTUD	1%	\$1,118.00
KVVU	22%	\$24,596.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,180.00

	Ln	Ch	Start _	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
7	Ξ 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w M-F 5-6a WakeUp w	-	5-6a	MTWTF	:30	4	\$135.003	0.00 NM	4	\$540.00
	WAKE UP WITH THE WAGNERS													
		<u>Star</u>	<u>t Date</u>	End Date	<u>Weekdays</u> <u>S</u> g	ots/Week	<u>Rate</u>	<u>Rating</u>				1		

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	Ch	Start	End	Inventory Code		Start/End Ti		Len Sp	ots		Rtg Type	Spots	Amount
E 1	KSNV	10/23/1	2 10/29/12	M-F 5-6a WakeU M-F 5-6a WakeU		5-6a	MTWTF	:30	4	\$135.003	0.00 NM	4	\$540.0
	WAKE (	JP WITH	THE WAG		p www.gnoio						İ		
١.٨		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	/eek: 10/:		10/29/12	MTWTF M-F 6-7a WakeU	4	\$135.00 6-7a	0.00 MTWTF	:30	5	\$275.003	0.00 NM	5	\$1,375.0
				M-F 6-7a WakeU	_	0-7 a	141 1411	.50		Ψ213.003	0.00 14141	3	Ψ1,575.0
			THE WAG				<b>.</b>						
۱۸	<u>Sta</u> /eek: 10/	<u>rt Date</u> 23/12	End Date 10/29/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$275.00	Rating 0.00						
E 3			2 10/29/12	Today Show	СМ	658a-9am	MTWTF	:30	5	\$300.003	0.00 NM	5	\$1,500.0
	<b>===</b>			Today Show									•
	TODAY	SHOW rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	<u>ااهه.</u> !/eek: 10		10/29/12	MTWTF	<u> </u>	\$300.00	0.00						
Ξ 4	KSNV	10/28/1	2 10/28/12	News 3 Sunrise -	SUNDAM	6a-7a	S	:30	1	\$150.003	0.00 NM	1	\$150.0
	NIENACO (		IDIO#	News 3 Sunrise S	SUNDAY								
		3 AT SUN rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10		10/28/12	S	1	\$150.00	0.00						
Ξ 5	KSNV	10/28/1	2 10/28/12	Meet the Press	СМ	8a-9am	S	:30	1	\$340.003	0.00 NM	1	\$340.0
		HE PRE	cc	Meet the Press									
		nc PRC rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10/		10/28/12	S	1	\$340.00	0.00						
E 6	KSNV	10/23/1	2 10/29/12	M-F Today Show		9-10a	MTWTF	:30	3	\$150.004	0.00 NM	3	\$450.0
	TODAY	SHOWI		M-F Today Show	· II								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10/	23/12	10/29/12	MTWTF~~	3	\$150.00	0.00						
E 7	KSNV	10/23/1	2 10/29/12	•	III 4th IBM	10am-11am	MTWTF	:30	3	\$100.004	0.00 NM	3	\$300.0
	TODAY	SHOW I	IL	Today 4th Hour									
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	Veek: 10/		10/29/12	MTWT'F	3	\$100.00	0.00						
E 8	KSNV	10/23/1	2 10/29/12	Rachael Ray Rachael Ray	СМ	11am-12pm	MTWTF	:30	2	\$100.004	0.00 NM	2	\$200.0
	RACHE	L RAY		Racilael Ray									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	Veek: 10/		10/29/12	MTWTF	2	• • • • • • • • • • • • • • • • • • • •	0.00	··		,			
E 9	KSNV	10/23/1	2 10/29/12	Noon News Noon News	СМ	12-1230pm	MTWTF-→	:30	2	\$150.003	0.00 NM	2	\$300.0
	NEWS	3 AT NO	ON	NOOH News									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	Veek: 10/		10/29/12	MTWTF	2	• • • • • • • • • • • • • • • • • • • •	0.00				2 22 144		
E 10	KSNV	10/23/1	2 10/29/12	The Doctors The Doctors	СМ	2pm-3pm	MTWTF	:30	3	\$100.004	0.00 NM	3	\$300.0
	THE DO	CTORS		1110 2 000010									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek: 10/		10/29/12	MTWTF Chris Matthews 9	3 3 AM CM		0.00 S	-20	4	#175 00 1	O OO NIM	4	<b>#476.6</b>
211	KONV	10/20/1	2 10/20/12	Chris Matthews 5		9:30a-10a	5	:30	1	\$175.004	0.00 NM	1	\$175.0
	CHRIS	MATTHE	WS SHOW										
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	Veek: 10/		10/28/12 2 10/29/12	Dr Bhil	CM	\$175.00	0.00 MTWTF	:30		¢175.002	0.00 NM	,	<b>ቀ</b> ደጋር /
<u> </u>	. KONV	10/23/1	Z 1012811Z	Dr. Phil	CIVI	3-4p	MTWTF	.30	3	\$175.003	0.00 NM	3	<b>\$525</b> .0
	DR. PH												
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	Veek: 10/		10/29/12	MTWTF	3	<u> </u>	0.00	.00		<u> </u>	0.00 115		<b>#7</b> 555
<b>⊏</b> 13	KSNV	10/23/1	2 10/29/12		CM	4-430p	MTWTF	:30	3	\$250.003	0.00 NM	3	\$750.0

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Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount News 3 at 4 (1/2 hr) News 3 at 4 FIRST NEWS 3 AT FOUR Weekdays Spots/Week Rating Start Date End Date Rate MTWTF--Week: 10/23/12 10/29/12 \$250.00 0.00 E 14 KSNV 10/23/12 10/29/12 News 3 at 430pm CM 430-5pm :30 \$250.003 0.00 NM MTWTF~~ 3 \$750.00 News 3 at 4:30PM NEWS 4 AT 430P Spots/Week Rating Start Date End Date Weekdays Rate MTWTF--0.00 Week: 10/23/12 10/29/12 \$250.00 E 15 KSNV 10/23/12 10/29/12 CM 5-630p \$375.003 M-F Early News MTWTF--:30 6 0.00 NM 6 \$2,250.00 M-F Early News EARLY NEWS **End Date VVeekdays** Spots/Week Start Date Rating Rate Week: 10/23/12 10/29/12 MTWTF~-\$375.00 0.00 E 16 KSNV 10/23/12 10/29/12 CM :30 M-F Jeopardy 630-7pm MTWTF--5 \$350.003 0.00 NM \$1,750.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/23/12 10/29/12 MTWTF--\$350.00 0.00 7-730pm MTWTF--10/23/12 10/29/12 M-F Wheel \$225.004 0.00 NM E 17 KSNV CM :30 4 \$900.00 M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Start Date End Date **Weekdays** Rating <u>Rate</u> 10/29/12 MTWTF-0.00 Week: 10/23/12 \$225.00 E 18 KSNV 10/27/12 10/27/12 Wknd Jeopardy CM 630-7pm \$150,003 0.00 NM ----S-:30 \$150.00 SAT/Jeopardy **JEOPARDY** Spots/Week Start Date End Date Weekdays Rate Rating 10/28/12 ----S-Week: 10/22/12 \$150.00 0.00 M----E 19 KSNV 10/29/12 10/29/12 Mon PR 8-10p CM :30 8-10pm \$850.003 0.00 NM \$850.00 Monday Prime 8-10pm THE VOICE Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 M-----\$850.00 0.00 E.20 KSNV 10/24/12 10/24/12 Wed PR 9-10p CM 9-10pm --W----:30 \$850,003 0.00 NM \$850.00 1 Wednesday Prime 9-10pm **ROCK CENTER** Start Date Spots/Week End Date <u>Weekdays</u> <u>Rate</u> Rating 10/28/12 Week: 10/22/12 \$850.00 0.00 E 21 KSNV 10/26/12 10/26/12 Fri PR 9-10p CM 9-10pm ----F--:30 \$750.004 0.00 NM \$750.00 Friday Prime 9-10pm **GRIMM** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----F--\$750.00 0.00 E22 KSNV 10/23/12 10/29/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--:30 \$375,003 0.00 NM \$1,500.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week Rate Rating MTWTF~~ 10/29/12 0.00 Week: 10/23/12 \$375.00 E 23 KSNV 10/27/12 10/27/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----s-:30 1 \$350.003 0.00 NM \$350.00 1 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 10/22/12 10/28/12 \$350.00 0.00 E 24 KSNV 10/28/12 10/28/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S :30 \$350,003 0.00 NM 1 \$350.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$350.00 0.00E 25 KSNV 10/23/12 10/29/12 CM 1135p-1237a MTWTF~~ :30 3 \$185,003 0.00 NM 3 \$555.00

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Ln Ch	Start	End	Inventory Cod	le Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			The Tonight Sh	ow								
			Tonight Show									
TONIGH	T SHOV	V W/ JAY LI	ENO									
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2	3/12	10/29/12	MTWTF	3	\$185.00	0.00						
E 26 KSNV	10/27/1	2 10/27/12	Saturday Night	Live CM	1130pm-1:0	)2amS-	:30	1	\$450.003	0.00 NM	1	\$450.00
			Saturday Night	Live								
SATURE	AY NIG	HT LIVE										
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/2	2/12	10/28/12	S-	1	\$450.00	0.00						
E 27 KSNV	10/28/1	2 10/28/12	NFL Football	СМ	1P-9PM	S	:30	1	\$4,000.004	0.00 NM	1	\$4,000.00
			NFL Football						•			
SUN NT	FB: N C	RLEANS @	DEN									
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2	2/12	10/28/12	S	1	\$4,000.00	0.00						
I				·						Totals	69	\$22,360.00